

Program Data Sheet

Name of Event: NATIONAL MARINA DAY/ CUSTOMER APPRECIATION DAY		x	Pilot Program
			Revised program
			Repeat Program
Date: 12 AUGUST 2006	Day of Week: SATURDAY	Time: 1200-1800	
Location: MARINA BLDG 207 McNAIR ROAD	Information Phone #:757-788-4308	Price: FREE Except for beer (\$2/per cup)	
Program Coordinator: THERESA GROGAN			
Phone #: 757-788-4308	Fax #: 757-788-4354	e-mail Address: grogant@monroe.army.mil	
Purpose of the Event: To celebrate boating's summer holiday and to show our customers how much we appreciate them			
Indicator/Measure of Success: Customer participation and customer Satisfaction			
After Action Report (AAR) Comments from Prior Event(s): None			

Key POCs

Name	Requirements	Phone #	Fax #	e-mail	Actions
Theresa Grogan/Lisa Diddlemeyer	Publicity	4308	4354	grogant@monroe.army.mil	Dock Talk
Theresa Grogan/Frances Draudt	Equipment	4308	4354	grogant@monroe.army.mil	Equipment Checkout Center
Theresa Grogan	Supplies	4308	4354	grogant@monroe.army.mil	Trash bags, trash cans, etc
Theresa Grogan	Audio/video				Hired DJ
Theresa Grogan	Agency Co-Ordination	4308	4354	grogant@monroe.army.mil	Coast Guard Auxiliary for Courtesy Boat Inspections. Hampton Fire dept for Hampton Fire Boat
Theresa Grogan/Lisa Diddlemeyer	Food & Beverages				Pick up at LAFB Commissary
Marina staff/Leslie Gordon/OPCYC volunteers	Set-up / Clean-up/take down	4308	4354		

After Action Report

Financial Analysis		
Sales:	See breakdown	Notes: <u>Beer</u> : \$189 <u>Sodas/Ice</u> : \$222.62 <u>Food/utinsels/fixins'</u> : \$465.32 <u>Music</u> : \$200 <u>Labor</u> : Tried to keep staffing minimal by utilizing volunteers (Don VP, OPCYC, Leslie Gordon, Barbara Simmons. *Tim is the only person specifically called in to work event set up/take down. Everyone else worked regular schedule.
COGS:	1076.94	
Other Revenues:	\$106/Beer	
Labor:	*56.00	
Other Expenses:		
NIBD:	-1026.94	

Program Analysis	
Attendance: 100-120	
Indicator/Measure of Success: CUSTOMER SATISFACTION. The customers really appreciated the day and actually said they did.	
Elements to Change: Either: No do not provide beer next year or just distribute beer like we did the sodas –out of stock, at cost. I can play CD's to save money on costs.	
Elements to Eliminate:	
Elements to Add: More of the freebies from National Marina Institute and their sponsors.	
Other Comments: Program is weather dependent. Even if under cover. We could not have asked for a better day. I was able to use Equipment Checkout Equipment at no cost to me by letting Fran utilize Tim Miller over 4 July and Organization day at no cost to her. Win/Win in the spirit of co-operation	